

ABSTRACT

A method of creating metadata files for personalization of media services in an information system including a database descriptive of information content, a database descriptive of users of information services, a rulebase descriptive of reaction impulses of a test user group to information stimuli presented, a database descriptive of an information content space, and a database descriptive of a user profile space and including theoretical alternatives for parameters descriptive of users of information services. In the system, a database descriptive of reactions of users of information services is created, the database being arranged to be created as an interaction of the databases descriptive of the information content space and the user profile space. Actual parameters descriptive of the content and users of the information services are compared with theoretical parameters, and metadata files for the user and content of the information service are created as a result of the comparison.

(Figure 4)